

1 1. A method comprising:
2 transmitting video content; and
3 transmitting a viewer incentive in association
4 with said content, such that said incentive accumulates
5 depending on viewing time.

1 2. The method of claim 1 wherein transmitting a
2 viewer incentive in association with said content includes
3 transmitting said viewer incentive together with said
4 television content.

1 3. The method of claim 1 wherein transmitting video
2 content includes transmitting video programming together
3 with ancillary information and transmitting said viewer
4 incentive as part of said ancillary information.

1 4. The method of claim 1 wherein transmitting a
2 viewer incentive includes progressively providing a portion
3 of an overall incentive which may be earned by those
4 viewers who view programming for a given amount of time.

1 5. The method of claim 4 including showing the
2 portion of an incentive which has not yet been earned.

1 6. The method of claim 1 further including
2 progressively providing incentives which may be collected
3 in a graphical user interface for display.

1 7. The method of claim 6 including progressively
2 adding incentives to a graphical user interface which may
3 be viewed in a virtual book of pages of incentives.

1 8. The method of claim 7 including enabling the
2 pages to appear to be turned by operating graphical user
3 interface.

1 9. The method of claim 1 further including parsing
2 enhanced content from the video content and parsing an
3 incentive from said enhanced content.

1 10. The method of claim 1 further including
2 determining whether a viewer is actually viewing the video
3 content and accruing the incentive only after determining
4 that the viewer is actually viewing the content.

1 11. The method of claim 10 including asking a
2 question in the course of the video content to determine
3 that a viewer is actually present and paying attention.

1 12. An article comprising a medium for storing
2 instructions that cause a processor-based system to:
3 transmit video content; and
4 transmit a viewer incentive in association with
5 said video content, such that said incentive accumulates
6 depending on viewing time.

1 13. The article of claim 12 further storing
2 instructions that cause a processor-based system to
3 transmit said viewer incentive together with said
4 television content.

1 14. The article of claim 12 further storing
2 instructions that cause a processor-based system to
3 transmit video programming together with ancillary
4 information and transmit said viewer incentive as part of
5 said ancillary information.

1 15. The article of claim 12 further storing
2 instructions that cause a processor-based system to
3 progressively provide a portion of an overall incentive
4 which may be earned by those viewers who view programming
5 for a given amount of time.

1 21. The system of claim 19 wherein said video content
2 and ancillary information are transmitted at separate
3 times.

1 22. A system comprising:
2 a processor-based device that receives video
3 content and ancillary information from a transmitter; and
4 software resident on said device that separates
5 viewer loyalty incentives from said video content and
6 displays said viewer loyalty incentives.

1 23. The system of claim 22 wherein said software
2 displays the entire incentive in one format and the portion
3 of the incentive that has been received in another format.

1 24. The system of claim 22 wherein said software
2 detects whether or not the user is actually watching a
3 program.

1 25. The system of claim 24 wherein said software
2 determines whether or not the viewer is actually watching
3 the program and controls the storage of said incentives
4 based on whether or not the viewer is watching the program.

